

# REPORT

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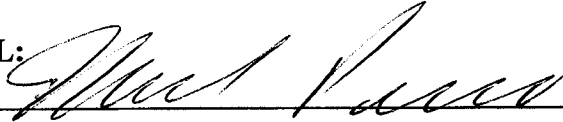
**DATE:** July 6, 2006

**TO:** Administration Committee and  
Regional Council

**FROM:** Cheryl Collier, Communications Supervisor, 213 236-1942, [collier@scag.ca.gov](mailto:collier@scag.ca.gov)

**SUBJECT:** Approval of the Public Communications, Media Relations and Public Affairs Contract in August.

**EXECUTIVE DIRECTOR'S APPROVAL:**



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**RECOMMENDED ACTION:**

**Delegate authority to the Executive Committee to approve the Public Communications, Media Relations and Public Affairs contract in August 2006.**

**BACKGROUND:**

SCAG's existing Public Communications, Media Relations and Public Affairs contract (currently held by Cerrell & Associates) expires on June 30, 2006. The Request for Proposals for a new contract has been released and posted on SCAG's web site. Proposals are due June 30, 2006. The Proposal Review Committee, which will include some Regional Council members, will review proposals and interview consultants in mid-July. A recommendation for a consultant firm will occur the third week in July. The Regional Council is scheduled to be dark in August. Staff requests that the Regional Council delegate authority to the Executive Committee to approve the consultant contract in August in order to minimize the length of time that the Association is without a Public Communications firm.

**FISCAL IMPACT:**

Funds for the Public Communications, Media Relations and Public Affairs contract (\$250,000) have been budgeted in the FY 2006-2007 Overall Work Program.

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6/12/06